Strategic Priorities 2016

Planning Process

Click here to take the survey!

For taking our short survey - just click the button below and share your advice for improving California ReLEAF's operations and services. Thank you, February 25th.
“The coordination of action provides the most basic source of leverage or advantage in strategy”.

Richard Rumelt
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Richard Rumelt
2016 - 2020 Top Priorities

1. Grow the diversity and capacity of the Network and ReLeaf.
2. Nurture key partnerships to deepen support for the urban forest.
3. Amplify advocacy to preserve and expand government support.
Priorities Overview

2016-2020 Top Priorities

1. Grow the diversity and capacity of the Network and ReLeaf.
2. Nurture key partnerships to deepen support for the urban forest.
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So...what are the strategies?
Strategic Priorities 2016

A Few Strategies

1. Grow the diversity and capacity of the Network and ReLeaf.

**Goal 1:** Understand and align with the resources, rich history, and innovation inherent in diverse communities.

**Strategies:**
   a. **Provide pathways to GGRF grant and jobs opportunities to cultivate and strengthen non-traditional groups as members.**
   b. Identify and work with local leaders involved with grass roots efforts in African-American, Latino, and Asian Pacific Islander communities.
      a. **Connect with existing community and environmental values** to expand breadth of Network and partners, (e.g., Latino value of *conservacion*).

**Goal 2:** Increase impact of education and outreach in alliance with the Network and partners.

**Strategies:**
   a. Increase personal contact with Network members to learn needs and resources for educational support.
   b. Develop new coordinated “cascade” communication models with our partners (see matrix).

**Goal 3:** Increase ReLeaf staff capacity.

**Strategies:**
   a. Explore shared expertise positions, potential subcontractors, and interns.
   b. Seek foundation / corporate sponsorship for a program and staff (e.g., advocacy, tech assistance).
   c. **Expand breadth and diversity of Board support for staff with additional members.**
A Few Strategies

2. Nurture key partnerships to broaden support for the urban forest.

**Goal 1:** Partner with compatible foundations, corporations, and donors concerned about community development, canopy equity, public health, climate change, and advocacy.

**Strategies:**
- Secure relationship with one large foundation as entry point.
- Collaborate with partners and Network members to develop coordinated proposals.
- Explore creation of a Corporate Advisory Council.
- Expand messaging outreach via new statewide partners and conferences.

**Goal 2:** Strengthen public health partnerships to solidify value of urban forest services to population health.

**Strategies:**
- Deepen bench of allies in all facets of population health, including research, policy, advocacy, and programs implementation.

**Goal 3:** Engage urban planning to prioritize trees in infrastructure design and maintenance.

**Strategies:**
- Leverage health, economic, and other benefits to partner with key urban planning organizations.
- Explore top down strategy of influence on school districts and other institutions.
Strategic Priorities 2016

A Few Strategies

3. Amplify advocacy to preserve and expand government support

Goal 1: Ensure continuity, growth, and integration of current state grant programs for new and existing trees.

   Strategies:
   a. Optimize current coalitions and the Network as well as engage new advocacy partners.
   b. Investigate innovative solutions to secure state funding for tree maintenance.
   c. Prepare for change in state leadership in 2018: cultivate new allies.

Goal 2: Protect and increase federal funding to optimize ReLeaf’s statewide volunteer coordinator mandate.

   Strategies:
   a. Leverage California’s leadership role to focus attention on coordinated nationwide advocacy plan.
   b. Engage environmental justice partners in federal advocacy.
   c. Emphasize community stories and health research to inform and compel policymakers and influencers.

Goal 3: Facilitate support for advocacy at the local level.

   Strategies:
   a. Call upon Network member expertise to provide training on local advocacy.
   b. Connect the dots between state and local advocacy to better inform local action.